

# 2017 NEBRASKA ENTREPRENEURSHIP TASK FORCE AWARDS



## NETForce Entrepreneurship Educator of the Year



**Jamie Robinson**  
**Millard South**

Ms. Robinson has taught at Millard South High School for 17 years in the business department. She has taught almost every class they have to offer and has been the department head since 2005. While at Millard South she has been involved as an activity sponsor for Cheerleading, Junior Class Board which plans prom, and DECA. She is co-sponsor of Millard South DECA, which is a huge responsibility. With over 150 students involved, she takes care to prepare the next generation of entrepreneurs to be community oriented, professionally responsible and academically prepared for college and careers.

Millard South's DECA program is one of the largest in the state and is very active in community service and leadership as well as competitive events. Ms. Robinson is the co-sponsor of Millard South's SBE - School Based Enterprise - where the business students run and 'own' the 300 square foot store. The managers include an Accounting manager, a Personnel manager, two Inventory managers, two Purchasing managers and two Promotions managers. The store is profitable and returns all profits to the students in the form of stipends for leadership conference travel. In 2009, Millard began its Entrepreneurship Academy and in 2011 she began to teach the College Accounting courses that are required in the Academy program with Metro Community College. Since beginning to teach those courses she has worked with her colleague to build the program. They now have more students apply than they are able to accommodate in the Academy.

Recipients of the award should have made significant contributions toward the organization, implementation, development or evaluation of entrepreneurship education in Nebraska. The educator's achievements may be from one or more of the following areas: classroom instruction, community-based learning, mentoring programs, internships, and/or student organization leadership.

Jamie is an advocate for the program and interviews every potential Entrepreneurship Academy student with another educator each spring to insure the right fit for each student. She is also an advocate for entrepreneurship with the stakeholders in the community including local businesses and families of these young adults.

She has taken students in the Entrepreneurship Academy to the college and university competitions in Omaha and in Lincoln and has enjoyed watching students learn from the experience and to do well competitively.

She has also recently taken over the internship portion of the Academy and works diligently to help students have opportunities with small business owners so that they can truly learn how to run a business. Jamie has a passion for teaching and helping students grow as learners as well as people. In her own words, "I cannot imagine doing anything else and truly love teaching and inspiring students toward their futures."

## SPONSORS



## NETForce Outstanding Service Award



### **Judy Amoo** **Western Nebraska Community College**

Ms. Amoo was hired in 2004 as Dean of Economic and Community Development for Western Nebraska Community College. She is a member of 10 Boards of Directors, 25

Community Organizations and launched multiple startups in her career.

Her many and varied duties include the management of the college's Business Linkubator as well as leading the college's entrepreneurship education initiatives. Linkubator was developed to provide entrepreneurship education and diversify the businesses developed in Western Nebraska. She has also hosted the "Extreme Entrepreneurship Tour" in the Scottsbluff area. A notable achievement is that she received an ESU 13 grant to educate "Transition Students" in entrepreneurship using ESI Materials in the Panhandle area. She has also hosted multiple ESI (EntrepreneurShip Investigation) summer camps in the panhandle.

Judy has served thousands of clients over the years, contributing to the betterment of the lives she was involved in. Judy has been an integral participant in NETForce, staying actively engaged despite the distances involved in traveling to NETForce meetings.

The Outstanding Service Award is open to individuals or organizations that have demonstrated sustained and outstanding leadership and advocacy for entrepreneurship education and/or business development services in Nebraska. The leadership and advocacy should have been at a level beyond a specific community or organization.

A few of the most notable activities directly attributable to Judy's boundless energy and passion for entrepreneurship include:

- Creation of an ESI After School Club for 5th and 6th graders at Mitchell Elementary School
- Leadership of the 6th WNCC Art Exhibit and Business after Hours event that showcased area art entrepreneurs
- Founder of the Scottsbluff Business Masterminds which meet quarterly to network and discuss common issues facing them as business leaders and entrepreneurs.
- Host of the Regional DECA Conference held on the WNCC Campus
- Serving as a StrengthsFinder 2.0 and Business Profile 10 coach
- Serving as an officer of NETForce, newly elected in 2017 to a member-at-large position.

## NETForce Gregg Christensen Entrepreneurship Hall of Fame Award



### **Craig Schroeder** **Independent Consultant**

Craig Schroeder grew up on his family's farm near Holbrook in Southwest Nebraska, and earned a Bachelor's degree in

Agricultural Economics at the University of Nebraska-Lincoln in 1986. In 1989, after an early career in international Ag trade, Craig and his new bride, Dawn, a Los Angeles native, moved back to his hometown of 223 people and experienced firsthand what it is like for a farm boy to come home and a city girl to move to the country. This decision resulted in an 11-year experiment in young adult recruitment and rural revitalization emerging from the eighties Ag Crisis. Craig's work during this period included the conversion of his former high school into a regional business incubator that has also served as home base for GROW Nebraska for the past two decades.

Craig has committed his career to helping rural communities create more prosperous futures; working as a local economic developer, rural telecommunications policy leader, Executive Director of the Nebraska Rural Development Commission, Senior Fellow with the Center for Rural Entrepreneurship, and President of the Heartland Center for Leadership Development. He has also served on several prominent state and national rural development boards and commissions during his career.

Craig works with the HomeTown Competitiveness Initiative, which integrates youth engagement, entrepreneur-focused

The Hall of Fame Award is the Nebraska Entrepreneurship Task Force's highest honor. This award recognizes and honors outstanding educators, community leaders, community volunteers/mentors, elected officials and entrepreneurs who have demonstrated a zeal and commitment to advance entrepreneurship and/or entrepreneurship education that has demonstrated significant impact in Nebraska. Hall of Fame recipients must have distinguished themselves for their advocacy of entrepreneurship.

economic development, leadership development and community-focused philanthropy. He is an Honorary Member of Board of Directors for GROW Nebraska. Craig's work extends across 47 states involving well over 40,000 youth, and in Canada, Australia and Russia, helping community leaders, educators and economic development professionals implement effective youth engagement, workforce development and entrepreneurship strategies.

Closer to home, Craig created the Youth Attraction Formula© to help rural communities in the Great Plains set attainable goals for addressing chronic youth out-migration and population loss.

Craig's zeal and commitment to growing our entrepreneurial ecosystem is amazing!